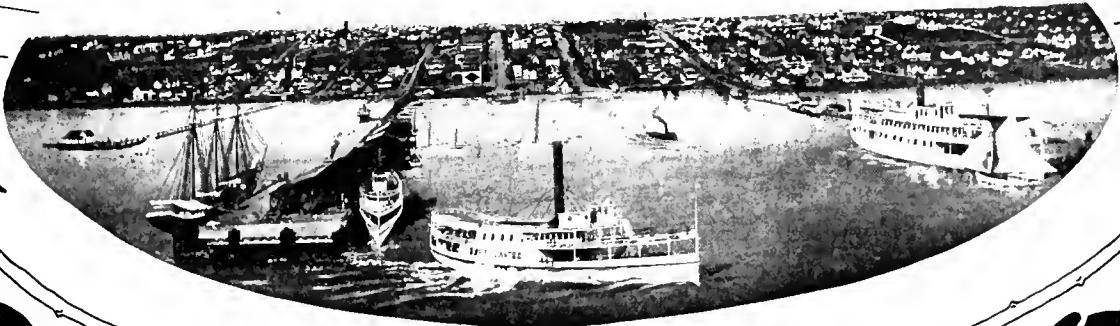


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ST. PETERSBURG · FLORIDA.

"Biggest Little City on Earth"



THE · SUNSHINE · CITY

R. C. PRATHER

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INTRODUCTORY

HE PURPOSE OF THIS BOOKLET is two-fold: First, to give a brief description of St. Petersburg, which is best known to the world as a tourist resort, and to answer some of the leading questions which come to us daily through the mails and otherwise. Second, to indicate some of the principal hotels and boarding houses of the city, with their rates, for the accommodation of those arriving in St. Petersburg without having made previous arrangements for their stay. Only those places are shown which have paid for space, and there are scores of others where the visitor may find accommodation.

The diversity of style in hotels, boarding-houses, rooms, cottages and apartments, gives every person the advantage of choosing a vacation home to suit the requirements of his tastes and purse. All are located within easy walking distance of the beach and conveniently near to the business district. Many of the hotels have been enlarged and improved this year, and everything is done to give satisfactory service.

We are glad to answer requests for information regarding St. Petersburg and the Pinellas Peninsula, whether from tourist, home-seeker, prospector or investor. Address inquiries to

BOARD OF TRADE

ST. PETERSBURG, FLORIDA

CLIMATE AND HEALTH. Already a foremost southern winter resort, St. Petersburg possesses in large degree elements that should make it one of the greatest health resorts in the world. While it is known throughout the country as an ideal winter resort, it is not so well known that we have a most delightful summer climate. But persistent public comparison of Florida summer temperature records with those of northern, eastern and western sections, which suffer so intensely every year from deadly, prostrating heat waves, is having its effect. Vacationists are beginning to realize that our Florida sea coast, and especially that of the Pinellas Peninsula, is by far the pleasantest place to spend the greater part of the heated season; and they come to us by scores and hundreds in June, July and August, while they fill the town and vicinity to overflowing with the thousands who arrive for the winter.

St. Petersburg is indebted to location for its wonderful climate—not perfect, for no region has such a climate—but the most nearly perfect, winter and summer, to be found in America.

It is the southernmost point and beauty spot of the Pinellas Peninsula, which extends out from the West coast of Florida about forty miles between the Gulf of Mexico and Tampa Bay. With this most favorable and almost insular position, no cold or warm winds reach this peninsula until they have been tempered and ozone-laden in their passage over miles of salt water. Extremes of heat and cold are unknown.

Average mean winter temperature is sixty degrees, and during the year 1911 temperature went below thirty-six but one time. Average mean summer temperature is about eighty degrees; for over twenty years it has not gone above ninety-six. A prostration from the heat never occurred in St. Petersburg, and, so far as we know, never in Florida. Annual rainfall averages 51 inches,

nearly all in summer. Absence of swamps and marshes prevent malaria. No region is freer from fogs.

Above all else, St. Petersburg is a city of glorious sunshine, with very few days in the year when one may not enjoy himself in the open. The St. Petersburg (daily) *Independent* has for twenty-three months past made the unique offer that it



THE SUNSHINE CITY

The New Central Hotel

St. Petersburg
FLORIDA

St. Petersburg's
Largest Hotel

American Plan

Rates on Application



Overlooking
Tampa Bay

Rooms en Suite
With or without bath

Rooming Capacity 200

C. G. THORN
M. B. THORN
JNO. N. THORN } Proprietors

St. Petersburg, Fla.

S A I N T P E T E R S B U R G , F L O R I D A

will give away its entire edition on every day when the sun does not shine upon "The Sunshine City." During this period it has been called upon eleven times to fulfil this offer.

The combination of pure salt air from the Bay and Gulf, the pine-laden breezes from inland and the constant sunshine have given St. Petersburg the unqualified endorsement of physicians and health-seekers. The rejuvenating and tonic effect of the climate is attested by the thousands who enjoy it annually. Persons suffering from the after effects of severe and debilitating diseases, asthma and kindred ills, the nervous and broken-down in health, improve at St. Petersburg with astonishing rapidity. Many who arrive unable to walk are within a few weeks rejoicing in renewed health and vigor.

We are just in receipt of statistics for the year ending June 30th, 1912, giving the death rate of St. Petersburg and the south end of the Peninsula, with a population of about 8,500, at 7.5 per thousand, which, it will be readily admitted, is a remarkable showing.



RECREATION. If St. Petersburg is a haven for the invalid, it is also a place of delight for the pleasure seeker. From a summer population of 6,000, in winter it expands its numbers fourfold, and each visitor is a law unto himself as to how the time shall be spent pleasantly. With almost every day a "fine day," and with so many attractive points to see, he finds almost an "embarrassment of riches."

Boating, bathing and fishing facilities are unsurpassed. Choice is offered between still water bathing directly at one's door, in Tampa Bay, and surf bathing at the popular island resort of Pass-a-Grille, an hour's distance from St. Petersburg by boat and trolley, on the Gulf. The beaches are fine and perfectly safe for even

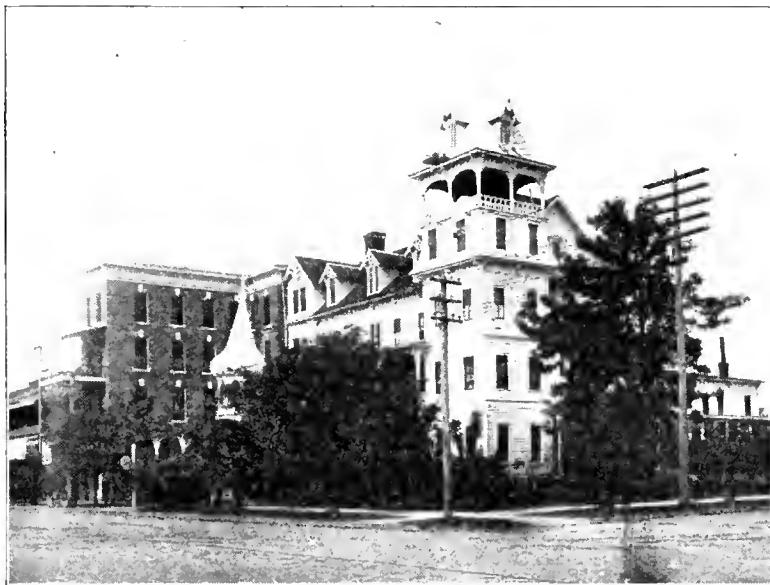
inexperienced bathers. Big catches of fish are the rule, whether the angler goes out several miles for deep sea fishing or tries his luck from the docks and piers. Among the many food and game fish in these waters are the Spanish mackerel, king fish, red fish, blue fish, sheepshead, flounder, trout, mullet, grouper, many varieties of snapper and, last and largest, the mighty tarpon,

THE SUNSHINE CITY

Hotel Detroit

St. Petersburg
FLORIDA

*The Sunshine
City's Leading
Hotel*



*Always Open
All Modern
Improvements]*

C. N. CRAWFORD

Proprietor

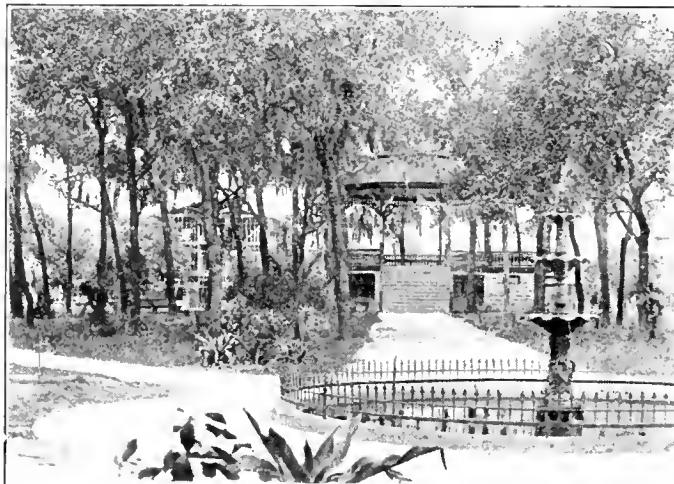
S A I N T P E T E R S B U R G , F L O R I D A

called the "silver king," sometimes attaining a weight of 200 pounds. Experienced fishermen say that there is no other sport that compares with tarpon fishing, where fighting chances are so evenly matched, and where success brings with it such a joy of victory over an adversary so splendidly plucky, tireless and resourceful. The season on our coast begins in March or April, lasting through the early summer. The St. Petersburg Tarpon Club has enrolled members from far and near. Many enjoy fishing for the huge jew-fish and sharks, and others find crabbing and shelling favorite diversions. There is no season of the year when fish of some kind may not be taken.

Motor boats, sail boats, skiffs and all kinds of pleasure craft find safe anchorage. Boats may be hired for the day, week or season. Quite a number are engaged daily in taking fishing and pleasure parties out on the Bay and Gulf.

The game season opens November 1st and ends March 1st. Quail and duck hunting are enjoyed by resident and visiting sportsmen, the latter paying a small license fee.

There is excellent steamboat service to Tampa, across the



Bay, twenty miles distant. Regular boats also run to Manatee River points, besides the almost daily excursions to the island resorts of Pass-a-Grille and Anna Maria Beach, the Government forts, lighthouse and quarantine station on the outlying keys, and Manatee, Bradenton, Palmetto, Sarasota and other beautiful coast towns to the south. A number of pretty towns northward along the Pinellas Peninsula, each with its own peculiar interest, are within a few hours or minutes' journey by rail.

With the many miles of paved streets in the city and hard roads leading to important points outside, motoring is becoming each year more popular. The number of automobiles owned by residents increased last year over 200 per cent. Many visitors bring their cars with them for the winter.

Those with a keen appreciation of the joys of the palate may be interested in what the country furnishes to eat: Oranges and grape-fruit, the finest in the world; tropical fruits; peaches in late spring and early summer; all kinds of vegetables. Think of strawberries at Christmas, and tender green vegetables in mid-winter!

THE SUNSHINE CITY

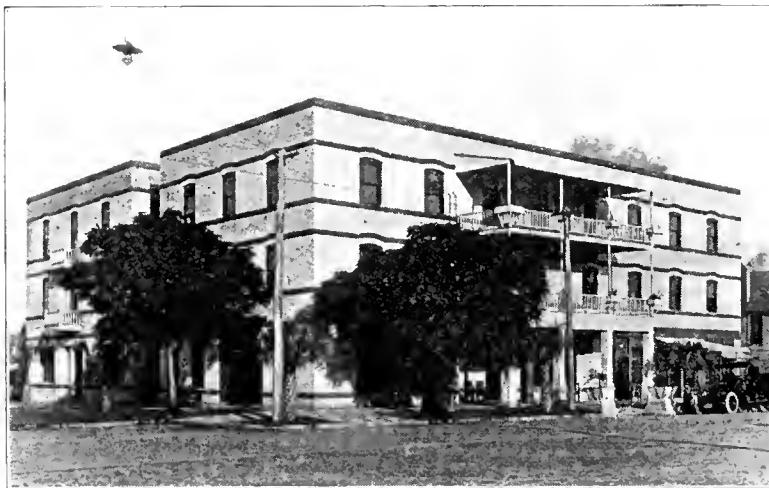
The Floronton Hotel

St. Petersburg
FLORIDA

FIREPROOF

75 Rooms
Each having
Hot and Cold
Running Water
and Steam Heat

40 Rooms
with Private Bath



*Delightfully located
Building, Furniture
and Equipment
all new*

*Attractive Lobby
and Parlors*

OVERLOOKING TAMPA BAY

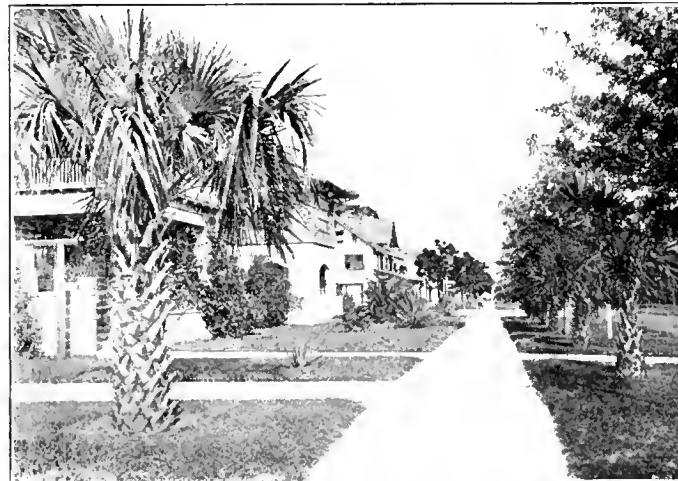
*The Most Thoroughly Modern
Hotel on the West Coast*

Purnell & Lowe
Proprietors

American Plan
Special Weekly Rates

S A I N T P E T E R S B U R G , F L O R I D A

Visitors are charmed with the richness and beauty of the flowers they find blooming in dead of winter, magnificent in their regal colorings. Then they see the vivid green and red of the poinsettia, the pale gold of the allemander, the royal purple of the bougainvillea, the brilliant orange and red of the begonia, the yellow of the jasmine, the flaming masses of hibiscus and poinciana, the vari-colored blooms of the oleander—but the catalogue grows too long. These bright blossoms, perfect else, lack perfume. But there are roses, roses, roses, and many of the old, familiar flowers; there is the magnolia and that hauntingly sweet southern beauty, the Cape jessamine; and, loveliest, most fragrant of all, the bridal blossoms awakened to beauty and sunlight by the song of the roguish mocking-bird as he shares their green shelter of the orange tree bough. The oak and the pine are familiar forest trees and divide interest with the many species of palms and tropical trees and shrubs.



H"HOME CITY." Aside from its advantages as a health and pleasure resort, St. Petersburg is one of the most charming, clean and wholesome "home" cities. This fact has had largely to do with its remarkable development in the last three years—for in many respects it is a brand new town—and it looks the part, clean, cheerful, sunny and smiling in fresh new paint and with a spirit of life and "hustle" that quite astonishes the northern "resorter." It is hardly overstating the fact to say that St. Petersburg offers opportunities for safe and profitable real estate investment unequaled by any other town in the State. And this is largely because of its citizenship. The population is cosmopolitan, progressive and enterprising, and it is also a community of refinement and culture. Here the stranger finds genuine old-fashioned hospitality—an interest in himself courteous, but not prying—and he immediately feels himself at home.

THE SUNSHINE CITY

DUSENBURY VILLA

Heart of Town

Headquarters for Tourists



Transients, \$2.00 per Day

Room and Board, \$10.00 and Up per Week

Meal Tickets, \$7.00

Modern Equipment

75 Guest Chambers

150 Dining-Room Capacity

PUBLIC IMPROVEMENTS AND CITY CONVENIENCES.

Streets and Sidewalks: Over one-half of the city's streets paved or hard surfaced; 18 miles of vitrified brick paving; 70 miles of concrete sidewalks. Beach Drive is a lovely street skirting the water front, and the main street, Central Avenue, is being extended a beautiful boulevard 100 feet wide seven miles through the country to Boca Ceiga Bay. Good hard roads connect with the country districts.

Waterworks: Owned by city—modern pumping plant, supplying pure artesian water to every point.

Sanitation: A thorough and extensive system of sanitary plumbing and sewerage.

Fire Department: Good brick fire station and equipment; paid and volunteer fire companies.

Electric Lights and Trolley: A large plant owned by private corporation, night and day service, electric lights in every district. City and suburban electric railroad, with line extending seven miles through a populous country district and other country lines being constructed.



Some features which may be studied with advantage are:

Telephone and Telegraph: As good as anywhere.

Railway and Boat Service: The southern terminus of the Atlantic Coast Line Railroad, 270 miles out of Jacksonville.

Elegant line of steamers to Tampa, connecting there with Atlantic Coast Line and Seaboard Air Line Railways and with Mallory Line Steamers for New York and with A. G. W. I. Steamers for Gulf ports and Cuba.

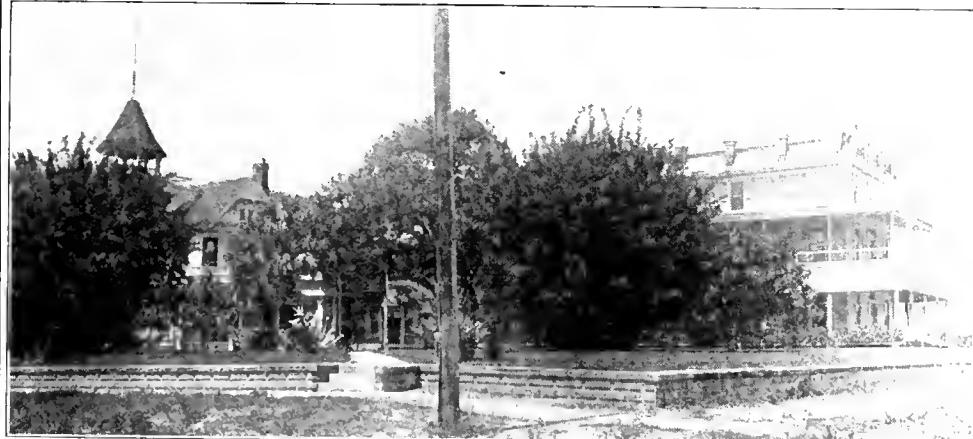
Water Front: Magnificent water front; miles of unobstructed sea view; a beautiful beach promenade with paved walks, bordered by palms and shrubs; construction of a fine yacht basin under way; three long piers.

Parks: A number of attractive parks—the City Park in the center of town being an especially charming, shady spot.

Hospital: The Samaritan Hospital, a free institution owned by the city, with several valuable lots and a handsome new brick building in progress.

Library and Reading Room: Free and maintained by city.

THE SUNSHINE CITY



Hotel Manhattan

ST. PETERSBURG, FLA.

ONE OF THE BEST MODERN
HOTELS IN THE SOUTH

*Steam Heat
Electric Lights
Beautiful Grounds*

FOR RATES APPLY TO

W. H. Adams, St. Petersburg, Fla.

The Hollenbeck

St. Petersburg, Fla.

A thoroughly modern hotel, situated in one of the prettiest parts of the city; only one block from bay. Rooms are commodious and airy. Spacious verandas and large sun-parlor.

If you are thinking of spending a winter in the Sunshine City, write for further information and rates. Address

S. D. Hollenbeck, St. Petersburg, Fla.



S A I N T P E T E R S B U R G , F L O R I D A

Banks: Three fine institutions—two National banks and a Banking and Trust Company.

Business Houses and Stocks: Buildings that would do credit to a city of 50,000 constructed of brick and stone, costing from \$50,000 to over \$100,000. Stocks and equipment varied, complete and of the best. Ice and cold storage plant; lumber and novelty works; furniture manufactory; garages, machine shops and marine ways; cement and concrete works; fruit, vegetable and fish packing houses; wholesale grain and fertilizer houses.

Newspapers: A morning daily, the St. Petersburg Times; and an evening paper, the St. Petersburg Independent; both well edited and popular.

Hotels, Etc.: Fine hotel accommodations; good boarding houses and restaurants.

Plenty of rooms, apartments and cottages for rent.

CHURCHES AND SCHOOLS.

Religious and educational advantages are of a high order. Eleven churches, commodious, and built in most instances of brick or stone, shelter fine congregations, led by able pastors.

Education is one of the main features of the town's life, and the public schools compare favorably with those of any section. They are reckoned the best in Florida. Three brick buildings,

including a large new high school, and a roomy frame building house the schools, where 1,300 pupils, with thirty instructors, attended last term. The system is complete from kindergarten to the end of a four year high school course. Military drill, physical culture, domestic science and manual training are taught. There is no charge for tuition to resident or visitor.

AMUSEMENTS, ETC. A new \$100,000 opera house, a commodious auditorium and a large assembly room in the City Hall have ample capacity for audiences attending the plays, concerts, lectures and all kinds of special attractions, which are frequent during fall, winter and spring.

Many of the tourists are organized into State tourist societies, and these in turn have a "United States" organization. All these associations

greatly enliven the season with picnics, excursions and entertainments.

The three moving picture theaters are well managed and offer the best productions in their line.

Dances are frequent at the hotels, and some of these places maintain a regular orchestra.

The semi-weekly free band concerts in the City Park are popular, this being an ideal spot in which thousands may gather.

The gala day of the year is Washington's Birthday, when



Bon Air

By Tampa Bay

Surrounded by Flowers
and Shrubbery. It is
an ideal location for
winter visitors.

*Electric Lights
Hot and Cold Water*

*All the Comforts
in a Homelike Place*

W. W. Birchfield
Proprietor

111 Second Avenue N.
St. Petersburg, Florida

Hotel

Chautauqua

St. Petersburg, Fla.

One of the most popular
medium priced hotels in
the city. One block from
post office and opposite
city park.

*Electric Lights
Baths
Northern Cooking
Northern Service
and Homelike*

T. H. Wilcox, Prop.

The

Wigwam

*A Modern
Family Hotel*

Beautifully located, corner First St.
and Third Ave. North. One block
from bay.

Lavatories in bed rooms.
Private bath suites.
Sun parlor, ample verandas.
Dining room capacity, 125.

RATES

\$2.00 to \$2.50 per day
\$10.00 to \$14.00 per week

Eleanor C. Reed, Prop.

S A I N T P E T E R S B U R G , F L O R I D A

the schools celebrate with beautiful exercises and drills and a parade en costume. This charming pageant is witnessed annually by thousands and has more than local renown.

The annual spring Chautauqua brings some of the best platform attractions. This lasts two weeks, and is pronounced the equal of any Southern Chautauqua.

An elaborate water carnival is a new feature which is planned for the end of the season next year.

ORDERS, SOCIETIES, ETC.

All the more important secret orders are represented. The Elks own a beautiful Lodge home. The St. Petersburg Board of Trade, an incorporated body, is a live and influential organization that for years has been working for civic development and conducting a campaign of publicity. The Commercial Club holds weekly meetings and discusses public affairs. A Woman's Town Improvement Club has accomplished much for the city's welfare and beautification. The Real Estate Exchange, the Merchants' Association, the Automobile, the Good Roads and the Yacht Clubs are all doing good work. There is a chapter of Confederate Veterans, Daughters of the Confederacy, Daughters of the American

Revolution, a G. A. R., Woman's Relief Corps, and many other organizations for study, amusement and social purposes.

If you are looking for an ideal winter or summer resort, or a home in a clean, beautiful, growing and progressive city, visit St. Petersburg. New-comers are welcomed cordially. An inquiry addressed to the Board of Trade will bring you full information upon any point in a very few days.



The Brevard

Corner Second Street
and Third Avenue N.
St. Petersburg, Fla.

Location central and convenient.

Hot and cold water in each room.

Best table service. Rates reasonable.

*Mrs. C. W. Hunt
Proprietress*

THE SUNSHINE CITY

The Allison Hotel

St. Petersburg
Florida

Two blocks from
the bay.

Near post office.
Opposite city park.
Northern cooking.

Rates, \$10.00 and up per week

MRS. O. K. HALL, *Prop.*

*Rates \$2.00 per week and up
Block and half from bay*

THE BOYCE

Private Board

211 Fifth Avenue North
Consumptives
not taken St. Petersburg, Fla.

Hotel Belmont

St. Petersburg, Fla.

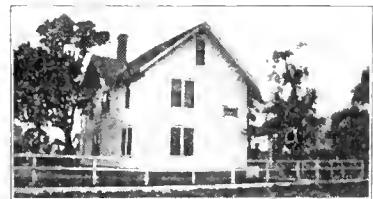
A Homelike Hotel
Centrally Located
Cuisine the Best
Reasonable Rates

*For further information
address*

Mrs. Katherine B. Tippetts
Proprietress

Mrs. E. A. Lamb

914 Third Street North
St. Petersburg, Florida



*Delightful Location
House and Furnishings all new
Electric Lights
Everything up-to-date*

Three Minutes from Trolley
Select Boarders Only

Rates \$9.00 to \$12.00

St. George Hotel

EUROPEAN

St. Petersburg's New Hotel, just completed and newly furnished throughout. Two blocks from depot.

Mrs. E. W. Williams
Proprietress

Formerly Proprietress of Queen Anne Hotel

+39 Central Avenue
St. Petersburg, Fla.

The Pinehurst

A homelike place. Situated in one of the prettiest parts of the city.

Northern cooking.

For further information address

Miss L. M. Whitehurst, St. Petersburg, Fla.

The Pines

ST. PETERSBURG, FLA.



THREE HOUSES
LARGE YARDS
SPACIOUS VERANDAS

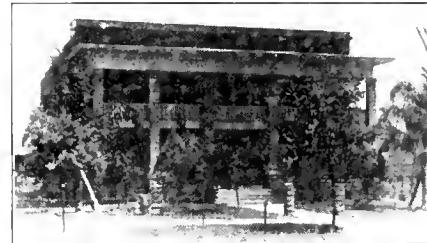
Centrally located near bay, depot and Central Avenue, the business street. Dining room seats comfortably 75 persons.

Managed by B. F. Vail
Rates \$1.00 per day

Rooms from \$5.00 to \$10.00 per week
Managed by Mrs. Roy S. Hanna

The Hazelton

131 Fourth Ave. North



Beautifully and Completely Furnished Apartments including Linen and Silver

FOR RENT BY THE SEASON

E. E. C. Rowland
St. Petersburg, Fla.



Hotel Poinsettia

St. Petersburg's New
European Hotel

The best and most modern furnished Hotel
in South Florida.

52 Rooms—Hot and Cold Water—Steam Heat

MRS. E. M. VROOM

Proprietress

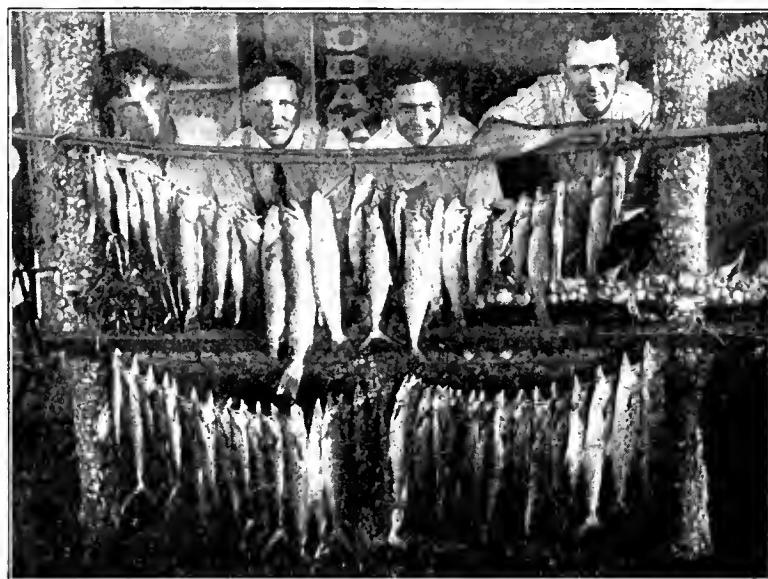


Fishing is Good

in the waters that lap the
shores of the Sunshine City.
A three hours' catch of
Spanish Mackerel and Trout.

Bathing in the Bay Sunshine City

If you are fond of the water
you'll like it at St. Petersburg



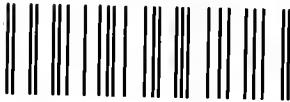
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